

WHAT IS CLAIMED AS NEW AND IS DESIRED TO BE SECURED BY
LETTERS PATENT OF THE UNITED STATES IS:

1. A method of displaying an advertisement within a particular electronic content, comprising steps of:
 identifying said particular electronic content;
 receiving said advertisement to be inserted within said particular electronic content;
 inserting said advertisement into said particular electronic content, said particular electronic content now including said advertisement; and
 preparing said content including said advertisement for display.